



Customers increasingly prefer streaming movies and shows on TV: Study

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Movie titles and content quality, variety of content across OTT providers, and number of streaming on-TV screen casts are the top reasons for streaming on TV.

80% of respondents agree with the trend that a movie is best watched on TV.

87% of respondents prefer streaming on TV versus other devices and web-only.



Background: India – 17 January 2022: A recent study conducted by Nielsen and commissioned by Philips for “TV viewing season” in December 2021, has revealed interesting insights about preferences of Indian audiences to watch their favorite movies and shows. According to the study, 95% respondents prefer streaming content available on their TV through streaming apps, versus TV’s, and set-top boxes compared to their other available options like smartphones, laptops and tablets.

Almost 80% of respondents reported that they like to be assisted in purchasing their favorite shows from their living room settings. Additionally, 95% of respondents prefer content available on TV instead of their laptops and 90% of them said that they can watch content on their TV more frequently. Based on the data, the TV study, aiming to be the most popular brand of content available to respondents, it was clearly identified that, India, continues to be an important TV market, and there is a lot of potential.

Philips’ view on stream on TV and its comfort and better viewing experience

A continuous line of studies conducted over the years, proves that streaming on TV is the most comfortable and most quality, and convenient of watching variety of content across 3D1 providers and other means. Respondents also contribute to the preference for using on TV along other ability to maintain a comfortable viewing position, offering the ability and price advantages associated with watching content while holding the phone.

Speed matters in India: viewers

After streaming on TV, the most sought after feature according to the respondents were higher connectivity (95%), and better image (87%) than 3D1. Other preferences were availability of user interface to viewing content and controlling content from anywhere, and ability to stream content online and the TV shows that 20% preferred as an ideal option.

Based on a study conducted by Nielsen in October 2021¹, it was noted that the TV offers the most advanced TV viewing experience to customers.

¹ The study was conducted by Nielsen and commissioned by Philips for “TV viewing season” December 2021 across 20 major cities including Delhi, Mumbai, Bangalore, Chennai and Hyderabad. The sample size included 100 respondents between the ages 20-49 years, with a demographic distribution of three Consumer Classification System (CCS) under socio-economic level “A”.

² The study was conducted by Nielsen in October 2021 in Delhi, Mumbai, Bangalore, and Kolkata. The sample size included 200 respondents between the ages 20-49 years, with a demographic distribution of three Consumer Classification System (CCS) under socio-economic level “A”.

³ The study was conducted by Nielsen and commissioned by Philips for “TV viewing season” December 2021 across 20 major cities including Delhi, Mumbai, Bangalore, Chennai and Hyderabad. The sample size included 100 respondents between the ages 20-49 years, with a demographic distribution of three Consumer Classification System (CCS) under socio-economic level “A”.

About Nielsen
Nielsen is a global firm that provides consumer data and insights to help companies understand their customers better. Nielsen has a long history of providing data and insights to help companies understand their customers better. Nielsen has a long history of providing data and insights to help companies understand their customers better. For more information, visit www.nielsen.com and follow [@nielsen](https://twitter.com/nielsen) on Twitter.

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